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# WHOLESALE PRICE LIST GOODELL'S PANSY SEEDS

ALSO OTHER SEASONABLE SEEDS

## The Best Strains in the World

PANSIES A SPECIALTY FOR FORTY YEARS

My pansies have been awarded many First Prizes at Horticultural Exhibitions where I have shown them, and two Special Prizes by the Massachusetts Horticultural Society for the best cut blooms.

All seeds forwarded by mail, postage paid and safe delivery guaranteed.

Terms: STRICTLY NET CASH WITH ORDER.

Remit by P. O. Money Order, Express Order, Check, Draft or Registered Letter.

I will not be responsible for money sent in letters without registering.

Address L. W. GOODELL,

Pansy Park, Dwight P. O., Mass.

## To My Customers and Other Florists

In sending out my Wholesale Price List of Pansy and other seasonable seeds, I take opportunity to thank my customers for their patronage and constantly increasing trade. I shall strive to merit its continuance by furnishing, as in the past, only the very best of seeds. To those who have never tested my seeds, I wish to say that the strains I offer are not obtained from the city jobbers and dealers, but are of my own growing or obtained direct from specialists and growers in this country and Europe, whose strains have been proved by many years of trial and comparison to be the best. I solicit a trial order and am confident that they will give such satisfaction it will result in my receiving your regular orders in future and to be to your advantage as well as mine.

### WHAT MY CUSTOMERS SAY.

I have received thousands of testimonials from florists and amateurs as to the quality of my seeds, of which the following from well-known horticulturists, florists and gardeners are samples.

"I had 3000 of your Pansy Park Perfection pansy plants last fall. They began to bloom in February and from then on were a sight; immense blooms and wonderful coloring and great variation. Shall want at least 10,000 next fall and possibly more of the same giant mixture." F. E. Peckham, Norwich, Conn.

From G. H. Taepke, Detroit, Mich.: "Send me \$10.00 worth of your best pansy seed. If as good in colors and size as they were last year, I will need double the amount next year."

From Prof. E. A. White, Dept. of Botany and Landscape Architecture, Agricultural College, Storrs, Conn.: "Ship us 1500 of your hardy field-grown Pansy Park Perfection pansy plants, as soon as possible. Those we had last year were fine and in bloom all summer."

From Geo. L. Waterbury, Stamford, Conn.: "Ship me 1500 of your Pansy Park Perfection pansy plants as soon as ready. I want them for growing inside for winter flowers. Those I had last year were first class."

From John Ash, Supt. of LaPlaisance, Estate of Miss E. J. Clark, Pomfret Center, Conn.: "Please send me by Adams Ex., as soon as possible, 1000 of your Pansy Park Perfection pansies. I have bought my pansies from you for the last three years, and have always had the best of success with them, so I want to grow more of them this year." Mr. Ash is one of the best known and skillful professional gardeners in America, as the fine estate of which he is superintendent amply shows.

From S. L. Booth, Bristol, R. I.: "I had a trade package of your Pansy Park Perfection pansy seed last year, and to say that I was pleased with them would in no wise express my feelings. They were the finest variety of colors I ever saw, and all my customers were charmed with them, and this season I would like to have eight packages of the same strain. I also enclose the order of two florists, friends who saw mine."

From Burton H. Dorman, Supt. of Mt. Grove Cemetery, Bridgeport, Conn.: "The flowers from the pansy seed I bought from you last year were admired by hundreds of our lot owners, and they all said they were the finest they ever saw."

From Arthur Cowee, Gladiolus Specialist, Meadowvale Farm, Berlin, N. Y.: "I was very much pleased with the pansy seed from you last year. I found many beautiful colors which I had never seen before."

From R. B. Hoon, Mercer, Pa.: "I had your Diamond Pansies for this spring's sale. They were very fine, and my bed had the admiration of everybody. I shall want some more this year, also some of your Pansy Park Perfection strain."

From Geo. A. Galloupe, Beverly, Mass.: "The plants from the pansy seed I had from you last summer are now in bloom and are the finest *thoroughbred* flowers I have seen, or anyone else in this neighborhood, which is somewhat noted for good flowers on private places, being the famous 'North Shore.'"

From Geo. B. Lucas, Lainsburg, N. Y.: "Your strain of pansy seed has always been first class. I have had seed from many others, but none were equal to your strain. All of your seeds seem to germinate. I hope by your honest dealing, it will bring you the success that you deserve."

From A. H. Fewkes, Secretary American Peony Society, Newton Highlands, Mass.: "I was well satisfied with your strain of pansy seed. They germinated freely and there was a good variety of colors. I was much pleased with them as a commercial strain."

From John Stevenson, Lynn, Mass.: "The Pansy Park Perfection pansies that I bought last year are the most beautiful I have ever raised, for size, substance and colors."

# GOODELL'S COLOSSAL PANSIES

## A NEW STRAIN, THE LARGEST OF ALL THE GIANTS

This new strain is the result of growing and breeding of some of the very largest and finest varieties of the Giant Pansy and self-colored types for many years under the highest state of cultivation that could be given. By selecting the stock seed each year from the very largest flowers, the characteristic of producing blooms of gigantic size has become so fixed that they average, even under ordinary cultivation, considerably larger than those of other Giant strains. While the variety of colors and markings is not nearly so large as in the Pansy Park Perfection strain, they are varied and magnificent, and include the largest and finest white and yellow sorts yet produced. Some are nearly self-colored, others have ground colors of various shades of red, yellow and blue, shaded, blotched, bordered and veined with contrasting shades of rose, brown, blue yellow, cream and white in various combinations. The flowers are of perfect form, with remarkably thick and velvety petals. They are borne on very long, stout stems, and on this account, as well as the enormous size of the flowers, they are particularly fine for growing under glass for winter blooming, and for cut flowers at all seasons.

Trade Packet of 1000 seeds, \$1.00; 3 packets, \$2.50; 5 packets, \$4.00; 1/4 packet, 60c.

## PANSY PARK PERFECTION PANSIES

### The Best Strain of Giants for General Use

This is the best mixture of giant pansies for general use. It contains every color, shade and tint known in the pansy up to date, including a large proportion of the reds, bronzes, steel blue, ultra-marine, brown, etc., and the fashionable and much wanted terra cotta, rose, pink, apple blossom, flesh and lilac in the most novel and beautiful combinations, some of them entirely new in pansies. Some are elegantly veined and blotched with maroon on white, bluish or reddish ground, some have ruffled and frilled petals, giving them the appearance of double flowers. There are so many varieties in this mixture that 75 to 100 plants can be selected from a fair sized bed, bearing flowers no two alike.

It contains a good proportion of the white and yellow varieties, as nearly all florists require to make a good mixture. I believe it is the best mixture of giant pansies for general use ever offered at any price.

### PRICES OF ALL VARIETIES IN MIXTURE

Trade Packet.....	\$1.00	Ounce.....	8.00
One-eighth Ounce.....	1.50	Two Ounces.....	15.00
Quarter Ounce.....	2.50	Quarter pound.....	28.00
Half Ounce.....	\$4.50	Half pound.....	50.00

## SPECIALISTS' BEST MIXTURES OF GIANT PANSIES.

This is composed of the best mixtures of giant pansies of the four leading pansy specialists in Europe, and it is the best mixture of giant pansies ever offered for the price. It contains all the varieties grown by these specialists, about fifty in number, in mixture just as they sell them.

Trade packet.....	\$0.60	Ounce.....	5.00
One-eighth ounce.....	1.00	Quarter Pound.....	19.00
One-quarter ounce.....	1.75	Half Pound.....	36.00
Half ounce.....	2.75		

Pure White, Pure Yellow, White with dark eye, Yellow with dark eye, Dark Blue, Light Blue and Black, separate. Each of the above colors separate. Prices same as the mixed colors.

## The Wild Deer Nuisance in Massachusetts

### Nearly 200,000 Pansy Plants Eaten or Mutilated by Them at Pansy Park so as to Make Them Unsalable

Many years ago the state of Massachusetts, at the instance of sportsmen, started in the business of breeding and protecting wild deer. In the course of time, as the deer increased and multiplied, farmers and gardeners complained of the losses caused by the depredations of the deer. In order to mollify them and keep them from opposing the deer breeding business a law was enacted which provided that the losses caused by the deer might be appraised in a certain manner and would be paid by the state.

The deer have multiplied to such an extent that, especially in the past few years, they have become a very great nuisance. Three years ago an open week in the fall was provided for by law, during which hunters, by paying a license fee of one dollar, might kill one deer apiece with shotguns if they could. This open week has been continued every year since. Although thousands of deer have been killed during the open seasons, it has not seemed to materially reduced their numbers, and the damage to the crops of farmers and gardeners caused by them amounts to many thousands of dollars annually.

Although deer have caused more or less injury to crops at Pansy Park every year, the losses in the aggregate amounting to quite a sum, the damage done at any one time was so small I never thought it worth while to put in claims.

Deer never touched my pansies until late last winter and early in the spring they got at them and ate or mutilated nearly 200,000 of my largest and best seed-bed plants, so that they were unsalable; 100,000 of these plants were intended for transplanting early in the spring to be sold when in bloom in May.

Appraisers were appointed by the chairman of the board of selectmen to appraise the damage as required by the law. About three weeks ago they visited the premises, but up to this time no decision has been received.

Last winter was one of the mildest on record here, with very little snow, and it is probably owing to this that the deer ate the pansies. I hope nothing of the kind will happen again.

Since the above was written and put in type, just as this price list goes to press, I have received from the chairman of the Board of Selectmen the decision of the appraisers, which is \$150. The object and intention of the law is that the amount paid shall be in full compensation for all damages inflicted by deer. When damage is done to common farm and garden crops, the appraisals seem to be based on their value to the owners, and are generally satisfactory. But those who have had experience say that it is practically impossible to convince an ordinary board of appraisers of the value of horticultural products. This seems to be especially the case with flower plants not commonly grown and sold in large quantities. Pansies are likely to be classed with cabbage and turnip plants. Unfortunately, there does not seem to be any appeal under the law from the decisions of appraisers, no matter how inadequate the amount may be. This is a defect in the law, which ought to be amended for cases where the loss is very large.

## EXTRA CHOICE CINERARIAS

This strain was awarded First Prize at the Columbian Exposition in competition with eighteen of the best strains from European and American growers, and is undoubtedly the best in the world. The plants grow from one to two feet tall and bear great masses of flowers, each flower from three and one-half to four inches across. The colors are exceedingly rich, velvety, running through all the shades of red and blue, from light pink to crimson and maroon, and from light blue to a rich plum purple, many varieties having a large, white center, with a band of some other color. Seeds should be sown in July, August and September. Trade packet of 250 seeds, 50 cents; 5 packets, \$2.00.

"I bought my Cineraria seed from you last year and had the finest plants grown here. I have had seeds from the best growers in Europe, and none equal yours in size of bloom, or color." J. Lassen, Florist, Indianapolis, Ind.

"The World's Fair Prize Cineraria seed I got from you were the best I ever had." John G. Edman, Florist, Baltimore, Md.

"Have you any Cineraria seeds ready now? I had such a fine strain the past winter which came from you that I want them again. I want to start some early for Christmas." Charles D. Stevens, Claremont, N. H.

"Enclosed please find an order for seeds. We had your Cineraria seeds last year and were well pleased with the results." Schlichter & Co., Toronto, Ont.

**CINERARIA STELLATA.** This new hybrid proves very useful for floral work. It bears large sprays of small flowers in great abundance, lasting, when cut, a long time. Trade packet, 25c.

**DOUBLE DAISIES (Bellis Perennis), New, Large Flowered.** Very large and double flowers, white and pink, separate or mixed. Trade packet, 25 cents.

**CANDYTUFT, Giant Hyacinth-Flowered White.** The largest and finest variety, the spikes of flowers often 2 to 3 inches in diameter. Trade packet, 15 cents; 4 packets, 50 cents.

**DWARF SWEET ALYSSUM, Little Gem.** This most valuable and popular variety originated with me twenty years ago. It is very useful for forcing. Plants may be set along the edges of benches at intervals without injury to other stock, and will give quantities of flowers for cutting every day during the winter and spring. It begins to bloom four or five weeks from sowing. Trade packet, 15 cents; 2 packets, 25 cents.

**CALCEOLARIA GRANDIFLORA.** Tigered and self-colored varieties in the finest mixture, unsurpassed for size of flower and richness of coloring. Seeds should be sown from July to September, and they will bloom from March to June. Trade packet, 50 cents; one-half packet, 30 cents.

**CYCLAMEN PERSICUM GIGANTEUM, Goodell's International Mixture.** This is a mixture of the finest strain to be obtained in Europe, and is unsurpassed. Trade packet, of 100 seeds 50 cents; 3 packets, \$1.40; 500 seeds, \$2.35; 1000 seeds, \$4.50; 5000 seeds, \$20.00.

**GYPSOPHILA MURALIS (Mist Flower).** A hardy annual, about a foot tall, and broad, and the best I know of for use in bouquets and floral work, as a relief to large flowers, giving a very graceful effect. The flowers are pink, small and star-like and borne in feathery sprays. It will grow like a weed, anywhere, inside or out. Seed should be sown at intervals of two months to keep up a supply. Trade packets, 15 cents; 2 for 25 cents.

**LARGE FLOWERED ANTIRRHINUMS.** These, if sown in July or August, make fine plants for winter and spring blooming. White, pink, crimson and yellow, separate or mixed. Trade packet, 15 cents; 3 packets 35 cents.

**MIGNONETTE, IMPROVED GIANT MACHET.** This is one of the best varieties for cutting, pot or garden culture. The spikes of flowers are very large and dense on strong, stiff stems, and its fragrance is very strong. Trade packet, 15 cents; 3 for 35 cents.

**GOLIATH.** This new Mignonette is without exception the largest of all; the flower stalks are long and stiff, and the spikes of bright red flowers are often 6 to 7 inches long. Trade packet, 25 cents; 3 for 60 cents.

**LARGE FLOWERING WINTER STOCK, Beauty of Nice.** Plants very strong, 2 to 3 feet tall; flowers of very large size. White, Day-break pink and crimson. Each color, trade packet, 25 cents.

**ALMOND BLOSSOM.** Dark violet, Lilac rose, Sulphur yellow. Equally mixed trade packet, 25 cts.

**GIANT PERFECTION WHITE (Princess Alice, or Cut and Come Again).** Trade packet, 25 cents.

**SNOWFLAKE (Early White).** Trade Packet, 50 cents.

**SCHIZANTHUS, New Dwarf Large Flowered Hybrids.** Often called the "poor man's orchid." This beautiful annual is unsurpassed for decorative purposes. The plants of these new hybrids grow about a foot tall, very compact, and are literally covered with their oddly colored Orchid-like flowers for many months. Sow in August or September, and set four or five together in pots in a cool greenhouse. They bloom profusely in winter and are very useful. All colors mixed, trade packet, 25 cents. Three packets 60 cts.

**WISETONENSIS.** New, very fine. Trade packet, 50 cents.

**WINTER FLOWERING SWEET PEAS.** Christmas white, Christmas Pink, pink and white, Flamingo, crimson, Mrs. Alexander Wallace, lavender; Mrs. William Sim, salmon pink. Each of the above varieties, 20 cents per ounce. Trade packet, 10 cents.

## LARGEST FLOWERED CHINESE PRIMROSE

**GOODELL'S INTERNATIONAL STRAIN.** After testing all the finest strains of Europe and American Chinese Primrose, I have made a mixture of those that have proved the best, which I offer under the name of International Strain. The individual flowers, with good culture, attain the largest size, while for brilliancy and variety of colors, this mixture is unsurpassed. They are beautifully fringed. Trade packet of 250 seeds, 50 cents; 5 packets, \$2.00.

**PRIMULA OBCONICA GRANDIFLORA, New, Large Flowered Hybrids.** A great improvement on the old Obconica, the flowers being double the size, and of a variety of colors; white, lilac, pink, rose, lavender and crimson, mixed. Trade packet, 25 cents; 3 packets, 60 cents.

**OBCONICA GIGANTEA.** The leaves, flower stalks and entire plant of this new hybrid are very much larger than any other Obconica variety. The flower clusters are large, and the individual flower one inch in diameter. Lilac, rose, purple and crimson, mixed. Trade packet, 50 cents.

**PRIMULA KEWENSIS.** New and very fine decorative plant, with large, golden yellow flowers. Trade packet, 50 cents.

## SEEDS OF HARDY PERENNIALS

**AQUILEGIAS OR COLUMBINES, New, Long-Spurred Hybrids.** The finest of all the Columbines for cutting and floral work. Very large flowers with long spurs and borne on long stems and of a great variety of colors and tints, including all shades of blue, red and yellow, white, orange, maroon, lavender, pink, etc. Trade packet, 25 cents; 3 packets, 60 cents.

**CANTERBURY BELLS (Campanula Medium).** Finest mixed, double and single. Trade packet, 10 cents. Three packets 25 cts.

**IMPROVED SHASTA DAISY.** The seed I offer is Burbank's own latest selection, and of a greater variety of forms than the original. They are pure white, lemon yellow, fluted, quilled, fringed, frilled, lacinated and plain petaled, very large, averaging three to four inches across. In mixture only. Trade packet, 25 cents; 3 packets, 60 cents.

**DELPHINIUM HYBRIDUM (Perennial Larkspur).** Finest mixed. Trade packet, 25 cents.

**DIGITALIS (Foxglove).** Finest mixed, spotted and self colors. Trade packet, 10 cents.

**HOLLYHOCKS.** Superb, Double. Unsurpassed for size and doubleness of flowers. Eight finest colors mixed. Trade packet, 25 cents, 3 for 60 cents; oz., \$1.25. White, pink, yellow, crimson, separate, each color, trade packet, 25 cents.

**NEWPORT PINK.** Fine shade of clear pink. Trade packet, 35 cts; oz., \$2.00.

**NEW MAMMOTH SEMI-DOUBLE HOLLYHOCKS, Allegheny.** Mixed colors. Trade packet 25 cents; 3 for 60 cents; oz., \$1.25.

**MYOSOTIS ALPESTRIS GRANDIFLORA Victoria (Alpine Forget-me-not).** Very large, sky-blue, white and pink, separate or mixed. Trade packet, 25 cents. Three packets 60 cts.

**PERENNIAL POPPY, Oriental Hybrids.** These bear very large flowers of various shades of red and orange. Trade packet, 20 cents; 3 packets, 50 cents.

**PYRETHRUM ROSEUM GRANDIFLORUM.** Large, daisy-like flowers on long, stout stems; white and various shades of red. Trade packet, 25 cents; 3 packets, 60 cents.

**NEW MAMMOTH FLOWERED SWEET WILLIAMS.** A great improvement on the old varieties, both in size of flowers and trusses. The flowers often more than cover a silver quarter, and are of the greatest variety of rich colors and markings. Trade packet, 15 cents; 3 for 35 cents.

**DOUBLE WALLFLOWERS.** Very useful for winter and spring blooming in pots. Finest mixed. Trade packet, 25 cents; 3 packets, 60 cents.

## SIX HUNDRED THOUSAND PANSY PLANTS. HOW THEY ARE GROWN AT PANSY PARK.

I have a large and increasing trade in pansy plants, which I ship to florists, gardeners, parks and cemeteries. In my 1912 price list I stated that I received more than twice as many orders in the fall of 1911 than I did the preceding fall. Last fall and winter my shipments of plants were again about double those of the fall of 1911, and I therefore had good reason to expect a corresponding increase of orders last spring, and this was confirmed by my receiving many more orders for plants early in the spring than ever before, but unfortunately I lost nearly two hundred thousand plants during the winter and early spring. My stock of salable plants became exhausted, and I was obliged to stop advertising and return orders unfilled for more than thirty thousand before the spring selling season was half over. I am making preparations to grow about six hundred thousand plants for shipment during next fall, winter and spring, and I hope no loss of plants will occur, and that I shall be able to fill all orders received next spring. Seeds will be sown nearly every day from middle of July to September, and plants just right for transplanting to frames, beds in the open ground or for winter blooming under glass, can be shipped at any time they are wanted after the first of September. I shall have a good stock of plants protected from freezing, so they can be shipped at any time during the winter to the southern states or to florists in the north who want them for frame or greenhouse planting. My method of packing, developed from many years of experience, is so perfect that they reach the most distant points, like Florida, Texas, and the Pacific Coast in good growing condition, and are packed so lightly that express charges are reduced to a minimum. They are grown in light sandy soil in beds in the field. Seeds are sown thinly broadcast, which gives the plants room to grow stocky with extra fine roots. Price of Pansy Park Perfection, all varieties in mixture, first size plants from early sown seed: 500, \$2.00; 1,000, \$3.50; 5,000, \$16.50; 10,000, \$32.00; 25,000 or more at \$3.00 per thousand. Second size plants from August sown seed: 500, \$1.75; 1,000, \$3.00; 5,000, \$14.00; 10,000, \$27.00; 25,000 or more at 2.50 per thousand. Write for Special Prices on lots of 50,000 or more. Self colors, such as pure White, pure Yellow, White with dark eye, Yellow with dark eye, Light Blue, Dark Blue, Black and Purple. Grown to order in any quantity desired, provided orders are received before July 25. Write for prices, stating colors and quantities of each wanted, and when to be shipped.

### Two of Many Reports.

From C. H. Ward & Son, Winter Park, Florida: "The pansy plants I ordered from you were received in first class condition, and I am very much pleased with them. Plants I have received from others often came in very bad condition. They did not seem to know how to pack them to carry safely such a long distance."

### LARGE FLOWERING GERMAN PANSIES

This is a mixture of about fifty varieties of the old large-flowered German type. It is composed of the best mixtures of the two leading German pansy specialists. The flowers are about two-thirds the size of those of the specialists' giant varieties offered above. It contains a good proportion of yellow and white sorts, and will give excellent satisfaction to those who desire a cheap grade of seed. There is no better mixture of this type of pansies than this.

Trade Packet .....	\$ .40
One-eighth Ounce .....	.75
Quarter Ounce .....	1.25

Half Ounce .....	2.00
Ounce .....	3.50
Half Pound .....	24.00

### HOW TO SOW PANSY SEEDS

Pansy seeds sometimes fail to germinate well on account of carelessness in allowing the seed-bed to get dried out just as the seeds are sprouting, and it will not germinate well when the air temperature is much above seventy-five degrees, no matter how good and fresh it may be, unless the seed bed is shaded from the sun in some manner when sown in the hot weather of summer. The best material for this purpose is fresh sphagnum, or swamp moss, such as is used for packing plants. After sowing and covering seeds with fine soil to a depth of not much over one-eighth of an inch, water well and spread the moss evenly over the bed to the depth of an inch. Thick paper, like building paper, held down with strips of board, also makes a good shading material. The seed will germinate in six to twelve days, according to circumstances. Examine every day after the fifth, and remove the covering as soon as the plants begin to prick through the soil; otherwise they will get drawn and spoiled in a day or two. Particular care should be taken to keep well watered from the fourth to the eighth day when the seeds are sprouting until all are up.